

527143

Rec'd PCT/PTO 09 MAR 2005

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

10/527143

(19) World Intellectual Property  
Organization  
International Bureau



(43) International Publication Date  
25 March 2004 (25.03.2004)

PCT

(10) International Publication Number  
WO 2004/025524 A2

(51) International Patent Classification<sup>7</sup>: G06F 17/60 (74) Agent: MBM & CO.; P.O. Box 809, Station B, Ottawa, Ontario K1P 5P9 (CA).

(21) International Application Number:

PCT/CA2003/001321

(81) Designated States (national): AE, AG, AL, AM, AT, AU,

(22) International Filing Date:

10 September 2003 (10.09.2003)

AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

(25) Filing Language:

English

(26) Publication Language:

English

(84) Designated States (regional): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

(30) Priority Data:

60/409,201 10 September 2002 (10.09.2002) US

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**Published:**

— without international search report and to be republished upon receipt of that report

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

WO 2004/025524 A2

(54) Title: RICH MEDIA PERSONAL SELLING SYSTEM

(57) **Abstract:** The present invention provides a system and method for providing a sales professional with the ability to create and tailor web-sites comprising rich media content for a potential customer. In this manner a potential customer is presented with a personalised sales message thereby possibly increasing the potential for a sale. The present invention provides an end-to-end integrated system enabling this procedure. Initially, the system enables the obtaining of information relating to potential customers (end users) who may be directed to a personalised sales web-site. Using this collected information and previously collected customer information from other sources or previous interactions, the system creates and directs a potential customer to a personalised web-site for the particular sales campaign. During a customer's interaction with the personalised sales web-site, information relating to this customer is additionally collected and stored within the system enabling the system to personalise future sales campaigns directed to this particular customer. Optionally, the system may also be used in a web-conference, simplifying the experience of rich media and posting progress on the personalised sales web-site, thereby potentially enabling other members of the sales team to be aware of client interactions through the access of this personalised sales web-site.